An Interesting Example of How "Kitchen-Tested" Flour Simplifies Baking

Betty Crocker broadcasts her Gold Medal Home Service Talks from 38 Radio Stations Tuesday and Thursday mornings.
10:45 A. M. Eastern Time
9:45 A. M. Central Time
9:45 A. M. Pacific Time
Essentially Why Not Now?
WASHBURN CROSBY
Gold
MEDAL
FLOUR
"Kitchen-tested"

Only 3 Missed Perfection Among 158 Women Baking These "Different and Difficult" Valentine Cakes, the New "Kitchen-tested" Way. Actual Mixing Time Only 3 Minutes. A New Development in Baking—"Kitchen-tested" Flour

IF you'd see for yourself what success the new *"Kitchen-tested"* way brings to even unusual baking, we urge you to try these novel Valentine Cakes. Results will surprise—and delight—you; for you are practically sure of success the simplified *"Kitchen-tested"* way.

By the development of an utterly new-type of flour—*Gold Medal "Kitchen-tested" Flour*—baking has been simplified remarkably for the housewife, *and the cause of most baking disappointments banished.*

"Kitchen-tested" means this flour has been *"Kitchen-tested"* in an oven just like yours, for *uniformity of result in home baking*, as every batch comes through the mill. Tested for cakes, pastry, biscuits and bread by a number of experts under the direction of the noted Cooking Authority, Betty Crocker, before it goes to you.

"Kitchen-tested" Recipe for Valentine Cakes and 11 Other New Recipes Inside Every Sack of Gold Medal "Kitchen-tested" Flour

Please accept, free of charge, simplified recipes for 12 of Betty Crocker's most delicious baking creations. Recipes for the daintiest cakes, the finest cookies, the most popular pastries and hot breads known.

Famous recipes have been *simplified* until, cooking authorities declare, this new method makes them unbelievably easy. Thousands of women find they enjoy phenomenal success, with even most difficult baking, this new way.

All 12 of these simplified *"Kitchen-tested"* recipes are inside every sack of Gold Medal *"Kitchen-tested"* Flour. You can get a full set today—simply ask your grocer for Gold Medal *"Kitchen-tested"* Flour.

Recipes Change Every 3 Months

Thus Gold Medal *"Kitchen-tested"* Flour acts the *same way* with your recipes every time you use it. Most baking failures are traced to lack of uniformity in the flour used; two sacks of the same brand often giving greatly varying results *from the same recipe.*

"Kitchen-tested" Flour, being unvaryingly uniform, eliminates that chance—eliminates "Good Luck" and "Bad Luck", guesswork and uncertainty, from home baking. That is why women by the thousands are flocking to its use.

SPECIAL *"Kitchen-tested"* RECIPES: To further simplify home baking, special *"Kitchen-tested"* Recipes have been developed.

These recipes fit *"Kitchen-tested"* Flour exactly, and *"Kitchen-tested"* Flour fits them exactly. Thus they work out to a degree of scientific exactness and perfect uniformity that makes results unvarying. You know exactly what to expect *before* you start your baking.

You will find 12 new and unusual *"Kitchen-tested"* recipes in every sack of Gold Medal *"Kitchen-tested"* Flour. Recipes that cover cakes, cookies, bread and pastry. The one for Valentine Cakes, illustrated above, is among them. Try them. They will prove a revelation.

Get Gold Medal *"Kitchen-tested"* Flour at your grocer's. Use it for *all* baking, from bread to Angel Food cakes and French Pastries. 102

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